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'HEARTS AND STARS'

Stellar new salon brings "accessible luxury" to Queens' MarketPlace

For immediate release

Waikoloa Beach Resort, Hawai'i Island—The "buy local" movement can soon add "beautify local" to its mantra, when Hawai'i Island hairstylist and entrepreneur Jason Harsin brings his new Hearts and Stars Salon and Day Spa to Queens' MarketPlace. Specializing in high-quality beauty services for hair, skin and nails, in an affordable price range, the full-service salon for men and women plans to open in November.

"The vibe we are going for is 'accessible luxury,'" said Harsin. "Top-end services and very, very high-end products available to everyone. We're going to extend a lot of aloha, and at the same time bring a little bit of a different thing to the island."

Harsin has worked in the beauty business for over a decade, starting as manager and product designer for celebrity stylist Zac Jenkinson at his salon in Venice Beach, CA. A resident of Kailua Kona since 2011, Harsin is an avid stand-up paddler, which helped inspire his new product line.

"We have extreme conditions here in Hawai'i and people are outdoors all the time in the sun, sand and ocean," said Harsin. "All that strips nutrients from your hair, and I wanted to make a line that added proteins instead." Years in development, Hearts and Stars products are made with high quality protein-rich ingredients such as hemp oil, argan oil, aloe vera and avocado oil, finished off with a blend of eucalyptus, tea tree and sage for fragrance. "None of the products I was using before were working very well," said Harsin, "so I made my own."

Harsin will lead the salon team of expert stylists and aestheticians, and all menus and services will be offered in Japanese as well as English. Styled with a soothing, ocean-inspired palette, Hearts and Stars will welcome clients to an "oasis" with upscale, comfortable furniture, the latest equipment and luxury product lines in addition to their own, including Éminence Handmade Organic Skin Care Products, and OPI Professional Nail Products.

A company with a conscience as well, Hearts and Stars says its products are tested on "rock stars not animals," and supports The Food Basket Hawai'i Island's Food Bank, "Because it's

much easier to feel fabulous on a full stomach,” according to their website www.hearts-and-stars.com. At their new Queens’ MarketPlace location, they plan to be available for bridal parties, makeovers and special occasions—and to support community events within the resort shopping center.

“It’s been super, really fun so far,” said Harsin.

Since it opened in 2007, Queens’ MarketPlace in Waikoloa Beach Resort has earned a reputation among visitors and kama’āina as “the gathering place of the Kohala Coast,” full of shopping opportunities, services and great food, along with entertainment and arts programs, movies under the stars and large-scale concerts in Waikoloa Bowl at Queens’ Gardens. For more information, visit www.QueensMarketPlace.net or call 886-8822.

